



Kansas Tobacco Quitline Demographic Report

From 1/1/2011 through 1/31/2011

Contract Dates from 7/1/2010 through 1/31/2011

Print Date/Time 2/2/2011 2:28:22 AM

The purpose of this report is to display aggregate demographic information by caller type. Caller type information is based upon the date that the participant calls Free & Clear, Inc. to enroll in a program or receives information about a program.

Method of Entry

NOTE: Includes Tobacco User, Proxy, Provider and General Public.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Phone: Inbound English	365	73.7 %	1450	77.6 %
Phone: Inbound Spanish	1	0.2 %	11	0.6 %
Phone: Re-enrollment Offer	-	-	1	0.1 %
Phone: Outbound Self-Referral	1	0.2 %	40	2.1 %
Web	7	1.4 %	16	0.9 %
Fax	121	24.4 %	351	18.8 %
Total	495	100.0 %	1869	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	467	94.3 %	1667	89.2 %
Proxy	5	1.0 %	35	1.9 %
Provider	5	1.0 %	54	2.9 %
General Public	18	3.6 %	113	6.0 %
Total	495	100.0 %	1869	100.0 %

How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Brochure/Newsletter/Flyer	19	4.1 %	91	5.3 %
Cigarette Pack (Quit Assist)	1	0.2 %	7	0.4 %
Community Organization	7	1.5 %	69	4.0 %
Employer/Worksite	21	4.5 %	67	3.9 %
Family/Friend	61	13.0 %	221	12.8 %
Health Department	14	3.0 %	93	5.4 %
Health Insurance	7	1.5 %	37	2.2 %
Health Professional				23.0 %
<i>Dental Hygienist</i>	7	1.5 %	8	0.5 %
<i>Dentist</i>	32	6.8 %	33	1.9 %
<i>Health Care Provider</i>	53	11.3 %	220	12.8 %
<i>Health Educator</i>	-	-	11	0.6 %
<i>Mental Health Provider</i>	1	0.2 %	3	0.2 %
<i>Nurse</i>	24	5.1 %	52	3.0 %
<i>OB/GYN Specialist</i>	-	-	1	0.1 %
<i>Other</i>	11	2.3 %	43	2.5 %
<i>Other Specialist</i>	2	0.4 %	11	0.6 %
<i>Pharmacist</i>	-	-	1	0.1 %
<i>Social Worker</i>	1	0.2 %	11	0.6 %
<i>Substance Abuse Provider</i>	-	-	1	0.1 %
Sub Total	131	27.9 %	395	23.0 %
Newspaper/Magazine	44	9.4 %	90	5.2 %
Outdoor Ad				0.9 %
<i>Banner</i>	-	-	2	0.1 %
<i>Billboard</i>	-	-	11	0.6 %
<i>Other</i>	-	-	2	0.1 %
Sub Total	-	-	15	0.9 %



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How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Radio	16	3.4 %	56	3.3 %
TV/Commercial	71	15.1 %	238	13.8 %
TV/News	27	5.8 %	94	5.5 %
Website	19	4.1 %	72	4.2 %
Does Not Remember	3	0.6 %	18	1.0 %
Other	28	6.0 %	158	9.2 %
Refused	7		42	
Not Collected	19		106	
Total	495	100.0 %	1869	100.0 %

Tobacco Users by Gender

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Male	164	38.2 %	545	36.9 %
Female	265	61.8 %	931	63.1 %
Refused	-		-	
Not Collected	-		6	
Not Asked	-		20	
Total	429	100.0 %	1502	100.0 %

Tobacco Users by Ethnicity

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Hispanic	16	3.9 %	98	6.8 %
Non-Hispanic	397	96.1 %	1342	93.2 %
Does Not Know	-	-	-	-
Refused	6		15	
Not Collected	8		41	
Not Asked	2		6	
Total	429	100.0 %	1502	100.0 %

Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
White	341	82.6 %	1159	80.6 %
Black or African American	38	9.2 %	139	9.7 %
Asian				0.6 %
Asian Indian	-	-	2	0.1 %
Cambodian	-	-	-	-
Chinese	-	-	-	-
Filipino	-	-	-	-
Hmong	-	-	-	-
Japanese	1	0.2 %	1	0.1 %
Korean	1	0.2 %	2	0.1 %
Laotian	-	-	-	-
Pakistani	-	-	-	-
Taiwanese	-	-	-	-
Thai	-	-	-	-
Vietnamese	-	-	-	-
Other Asian	1	0.2 %	3	0.2 %



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Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asian				0.6 %
<i>Indonesian</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	3	0.7 %	8	0.6 %
Native Hawaiian/Other Pacific Islander				-
<i>Native Hawaiian</i>	-	-	-	-
<i>Samoan</i>	-	-	-	-
<i>Tongan</i>	-	-	-	-
<i>Tahitian</i>	-	-	-	-
<i>Maori</i>	-	-	-	-
<i>Guamanian/Chamorro</i>	-	-	-	-
<i>Other Micronesian (e.g. Marshallese, Palauan, Pohnpeian, Chuukese, Yapese, Salpanese, Kosraean)</i>	-	-	-	-
<i>Fijian</i>	-	-	-	-
<i>Other Pacific Islander</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	-	-	0	0.0 %
American Indian or Alaskan Native	9	2.2 %	37	2.6 %
Arab or Arab American	-	-	-	-
Not Asked	2		6	
Other	22	5.3 %	95	6.6 %
Does Not Know	-	-	-	-
Refused	6		16	
Not Collected	8		42	
Total	429	100.0 %	1502	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	428	99.8 %	1463	97.4 %
Spanish	1	0.2 %	38	2.5 %
Korean	-	-	1	0.1 %
Total	429	100.0 %	1502	100.0 %

Tobacco Users by Age

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
17 years old and under	2	0.5 %	15	1.0 %
18 to 24	40	9.4 %	130	8.7 %
25 to 30	57	13.3 %	225	15.1 %
31 to 40	78	18.3 %	288	19.3 %
41 to 50	113	26.5 %	353	23.7 %
51 to 60	101	23.7 %	333	22.3 %
61 to 70	27	6.3 %	117	7.8 %
71 to 80	9	2.1 %	29	1.9 %
Over 80	-	-	1	0.1 %
Not Collected	-		-	

Tobacco Users by Age

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Refused	2		11	
Total	429	100.0 %	1502	100.0 %

Tobacco Users by Education

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than grade 9	10	2.4 %	58	4.1 %
Grade 9-11, no degree	43	10.5 %	178	12.5 %
GED	26	6.3 %	98	6.9 %
High School Degree	129	31.4 %	416	29.2 %
Some College or University	128	31.1 %	412	28.9 %
College or University Degree	54	13.1 %	198	13.9 %
Some Technical/Trade School	7	1.7 %	23	1.6 %
Technical/Trade School Degree	14	3.4 %	41	2.9 %
Does Not Know	-	-	-	-
Refused	7		20	
Not Collected	6		28	
Not Asked	5		30	
Total	429	100.0 %	1502	100.0 %

Tobacco Users by Tobacco Type

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Cigarette	414	93.2 %	1431	92.1 %
Cigar	12	2.7 %	47	3.0 %
Pipe	1	0.2 %	7	0.5 %
Smokeless Tobacco	16	3.6 %	63	4.1 %
Other	1	0.2 %	5	0.3 %
Not Collected	1		5	
Total	445	100.0 %	1558	100.0 %

Female Tobacco Users by Pregnancy Status

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Not Pregnant	254	95.8 %	845	90.8 %
Currently Pregnant	7	2.6 %	70	7.5 %
Planning Pregnancy in the Next 3 Months	3	1.1 %	9	1.0 %
Currently Breastfeeding	1	0.4 %	7	0.8 %
Refused	-		-	
Not Collected	-		-	
Total	265	100.0 %	931	100.0 %

Tobacco Users by Chronic Conditions

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asthma	75	16.1 %	273	15.9 %
CAD	29	6.2 %	128	7.5 %
COPD	59	12.7 %	236	13.8 %
Diabetes	33	7.1 %	166	9.7 %
None	268	57.5 %	905	52.9 %

Tobacco Users by Chronic Conditions

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Does Not Know	2	0.4 %	4	0.2 %
Refused	4		10	
Not Collected	3		9	
Total	473	100.0 %	1731	100.0 %

Tobacco Users by Stage at Registration

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Precontemplation	3	0.7 %	30	2.0 %
Contemplation	11	2.6 %	58	3.9 %
Preparation	371	88.1 %	1267	85.7 %
Action - Unknown	3	0.7 %	12	0.8 %
Action - Less than 24 hours	8	1.9 %	21	1.4 %
Action - 24 hours to less than 7 days	18	4.3 %	43	2.9 %
Action - 7 days to less than 1 month	6	1.4 %	29	2.0 %
Action - 1 month to less than 6 months	1	0.2 %	11	0.7 %
Action - 6 months or more	-	-	7	0.5 %
Not Collected	8		24	
Total	429	100.0 %	1502	100.0 %

Tobacco Users by Income Level

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than \$10,000	119	29.9 %	242	29.7 %
Less than \$15,000 (\$10,000 to less than \$15,000)	70	17.6 %	138	16.9 %
Less than \$20,000 (\$15,000 to less than \$20,000)	49	12.3 %	90	11.0 %
Less than \$25,000 (\$20,000 to less than \$25,000)	31	7.8 %	83	10.2 %
Less than \$35,000 (\$25,000 to less than \$35,000)	48	12.1 %	94	11.5 %
Less than \$50,000 (\$35,000 to less than \$50,000)	31	7.8 %	65	8.0 %
Less than \$75,000 (\$50,000 to less than \$75,000)	21	5.3 %	51	6.3 %
More than \$75,000	15	3.8 %	33	4.0 %
Does Not Know	14	3.5 %	19	2.3 %
Refused	15		29	
Not Collected	16		658	
Total	429	100.0 %	1502	100.0 %

Female Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Transgender	-	-	-	-
Heterosexual or straight	237	95.6 %	491	95.3 %
Gay or lesbian	6	2.4 %	9	1.7 %
Bisexual	5	2.0 %	11	2.1 %
Other	-	-	2	0.4 %
Does Not Know	-	-	2	0.4 %
Not Asked	3		389	
Refused	14		27	
Total	265	100.0 %	931	100.0 %



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Male Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Transgender	-	-	-	-
Heterosexual or straight	144	94.7 %	297	96.4 %
Gay or lesbian	5	3.3 %	6	2.0 %
Bisexual	1	0.7 %	3	1.0 %
Other	2	1.3 %	2	0.7 %
Does Not Know	-	-	-	-
Not Asked	1		220	
Refused	11		17	
Total	164	100.0 %	545	100.0 %